

**Alberta
Cattle
Commission**

GRASS ROUTES

The Alberta cattle producer newsletter.

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Stewardship of grazing leases to be shared

Alberta Cattle Commission applauds lease transfer

The provincial government recently announced that responsibility for managing and administering public lands under agricultural disposition will be shared by the departments of Agriculture and Rural Development, and Environmental Protection.

Alberta Cattle Commission (ACC) Chairman Larry Sears says, "We are pleased with the very thoughtful and balanced approach towards managing this valuable land resource. The change in administration recognizes that these Crown lands are vitally important to the agricultural industry and the provincial economy."

Under the new arrangement, Alberta Environmental Protection will retain control over land ownership and will administer decisions regarding planning and allocation. Alberta Agriculture and Rural Development will assume day-to-day management responsibility for public lands allocated to agricultural use including annual grazing and hay permits, long-term grazing and farm development leases, and grazing reserves. These lands will continue to be managed with a multiple-use philosophy but the new policy ensures that agricultural clients have a one-window approach when dealing with the department responsible for supporting agricultural activities.

The range management agrologists from Public Lands that have been involved in administering grazing leases will now be part of Alberta Agriculture working closely with conservation, water management, soil, ruminant nutrition and forage specialists

to maintain the quality of the grazing leases.

The change in management of the Crown grazing leases marks the successful conclusion of many years of lobbying by the ACC.

Some wildlife and energy groups have opposed the transition claiming that it could lead to mismanagement and allow leaseholders to unfairly restrict access to public lands.

Sears responds, "In utilizing this resource to produce food, cattle producers have been exemplary stewards of Crown leases. As well, we strongly support the maintenance of a diverse and thriving wildlife resource in Alberta and many producers have demonstrated this support through long term protection of wildlife and wildlife habitat on grazing leases."

"A recent survey of leaseholders showed that they recognize the public's interest in these lands with 80 per cent of leaseholders allowing access to their leases when permission is requested. The ACC supports the development of an appeal mechanism that deals with unreasonable denial of access."

Klein needs to hear from you!

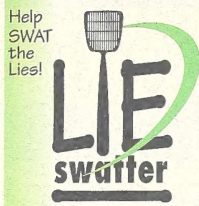
Those opposed to the transfer of lease administration are very vocal in their opposition. Make sure the Premier hears support from cattle producers. Write to Premier Klein with your letters of support;

Hon. Ralph Klein, Premier, 307 Legislature Building, Edmonton, Alberta, T5K 2B7

Strength *from the* **ground up.**

Did you know?

That since the implementation of the European countervail in 1986, producers have been saved over \$50 million a year in lost returns. That's \$300 million dollars in additional returns due to the check-off funded defence of the cattle industry.



Thanks for your help! Since the launch of the Lie Swatter program last year, we have received over 30 reports. If you would like to help correct misinformation about the cattle industry simply summarize the report, record the date, time and place, contact the ACC and we will investigate and respond if necessary.

Teens learn how to prepare beef

Alberta cattle producers are launching an innovative program this month to spread the good word about beef to high school food science students. The pilot project includes 20 schools in the Calgary area. Through cooking demonstrations and resource materials presented by a home economist, students will learn to cook beef and how beef is an important part of a balanced diet.



Major consumer study helps industry

Beef is still the number one meal choice of Canadian consumers according to a major study commissioned by the Beef Information Centre (BIC).

The national consumer segmentation study was designed to determine what would motivate urban consumers to buy more beef. It measured consumers' behavior, attitudes and consumption patterns.

The study highlighted many trends that will be important in future beef marketing. Some of the good news for beef is:

- 96 per cent of the population are meat eaters,
- on average, beef is eaten four times a week, and
- just over one in three dinners are beef compared to one in five for chicken, the closest competitor.

Other notable findings include:

- convenience is the deciding point for almost one-half of all shoppers,
- there is widespread dissatisfaction with current meat departments,
- health concerns strongly correlate with consumption,
- nutrition and health are important to three out of four people, and
- beef has a traditional image - more convenient, quick-to-serve and snack-type beef items are

needed.

Health and nutrition is important to 76 per cent of consumers. This is the issue that has the greatest influence on consumption. Consumers with positive attitudes towards beef's healthfulness consume significantly more beef, and vice versa.

The study indicates that people are making the following changes to their diet:

- eating more vegetables,
- trying to reduce fat in the diet,
- eating less meat (one in four),
- eating a more varied diet,
- watching cholesterol, and
- more price sensitive.

The study consisted of: 15 consumer focus groups in major urban centers across Canada, 900 personal interviews with the main meal preparer, a food diary in which the meals for four days were recorded, and 200 teen interviews.

Every year the BIC conducts a consumer tracking study to determine the effectiveness of beef advertising. The segmentation study provides more indepth information about consumers. The last segmentation study was conducted in 1981.

Producers can apply for science tax credit

With a letter from the Alberta Cattle Commission (ACC) confirming the percentage of check-off dollars allocated toward scientific research, Revenue Canada forms T661 and T2038, and documentation of check-off expenditures - incorporated producers can claim up to 35 per cent Scientific Research and Experimental Development Tax Credit with their 1992 income tax returns. Individuals and corporations with taxable incomes over \$200,000 can claim 20 per cent.

Although details of the program are being confirmed at press time, preliminary calculations indicate that a tax credit of up to 4.2 cents per head on cattle sold in 1992 is available.

Producers can also carry forward the ACC's

previous research expenditures through a research expenditure pooling system. However, adjustments in taxable income in those years will be required. An additional tax credit of up to 5.6 cents per head is possible.

To receive a letter confirming the per cent of check-off dollars allocated to research, contact Marjorie Mann, ACC research coordinator at 275-4400. Instructions on completing the required documentation will be included. To simplify the claim procedure, the ACC will file the technical information required by Revenue Canada.

Revenue Canada forms T661 and T2038 can be obtained from district taxation offices in Calgary (292-4101) or Edmonton (423-3510).



Teaching urban kids about agriculture

During Agriculture Week, 550 volunteers from the agriculture community will give a dynamic 45 minute presentation to approximately 26,000 grade four students. Over 1,100 Alberta classrooms will participate in the Classroom Agriculture Program (CAP). With every elementary school in Calgary represented, CAP has seen a large increase in the number of urban classrooms participating. CAP is primarily funded by the Alberta Cattle Commission and has already reached over 165,000 elementary students in its seven year history.

American trade investigation favorable

Alberta cattle producers received welcome news when the final report of the American 332 trade investigation into the competitive position of Canadian live cattle and beef found that the National Tripartite Stabilization Program (NTSP) had little effect on the nature of trade between the two countries.

A 332 investigation is used to examine conditions of trade and can serve as information to determine if further action is warranted. Because of the neutral conclusions of the report, it is unlikely that any countervail action will result.

The study released January 21 acknowledged that the size of the U.S. market is the dominant factor in establishing beef and cattle prices between the two countries. The U.S. cattle inventory is nine times larger than Canada's, and U.S. beef and veal

production is 12 times as large.

The study recognized that the shift of cattle feeding to Western Canada was the result of natural market forces and not due to programs such as the NTSP. It states that the overall impact of the NTSP on production and pricing is considered to be very small although the impact at the regional level may be somewhat greater.

The study also found that the cost of feeding cattle in Western Canada is very competitive with the United States. Feedlot expenses in the U.S. Great Plains region are 12 to 14 per cent higher than in Western Canada. Consequently, trade is based on competitive market pricing with U.S. buyers seeking Canadian cattle.

Despite the findings of the report, the NTSP will likely continue to be a trade irritant with Northwest U.S. cattle producers.



Come Out To... ALBERTA BEEF CONGRESS

June 22, 23, 24, 1993
Red Deer, Alberta

The Alberta Cattle Commission (ACC) is pleased to be associated with the second annual Alberta Beef Congress June 22-24, 1993 in Red Deer.

The Congress will feature trade shows, educational seminars, stock sales, social events, helpful demonstrations and a special appearance by Olympic Gold Medalist Mark Tewksbury.

Tewksbury will speak at an Alberta beef barbecue June 23. Over 1,000 people are expected to attend with room for more. Almost 5,000 producers toured the Alberta Beef Congress in 1992 - don't miss it in 1993.

Unfortunately, we just don't have room to give you the rest of the details. For more information about the Alberta Beef Congress please call 347-4491.

This is your free pass to

**ALBERTA
BEEF
CONGRESS**

**June 22, 23, 24, 1993
Red Deer, Alberta**

**Westerner Park
4900 Delburne Road
Junction of Highway 2 & 2A South Red Deer**

Compliments of



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Just Facts reprint

The Canadian Cattlemen's Association (CCA) has initiated a second printing of our guide to the environment, *Just Facts*. The booklet covers everything from land use to inspection and by-products. There will be 20,000 copies printed with this second edition. It will be sent as a reference to all schools and libraries in Canada. As well, some of Canada's major banks are now using the guide as part of their resource information on the beef industry. The CCA is grateful to the Alberta Cattle Commission for its part in helping with the book's development and distribution.

National check-off

Enabling legislation allowing for a national check-off was passed in the House of Commons early February. The CCA will prepare a plan for the establishment of a Beef/Cattle Industry Promotion and Research Check-off Agency for discussion with cattle producers. The plan for the Agency would then need to be submitted to the

federal Farm Products Marketing Council for approval. Money collected from the check-off would be used for promotion, market development, research, and extension activities. If approved, the national check-off could replace the ACC's commitment to fund national programs. The ACC already fully-funds its share of national programs.

Grading changes

Changes to Canada's new beef grading system have been recommended by the CCA to the national grading committee. If adopted the changes would have the yield grouping move from A1, A2, A3, to Y1, Y2, Y3. This change would help remove any confusion caused by using old terminology. The new grading system has allowed greater access into the Pacific Rim market with Korea and Taiwan accepting the AA and AAA grades in their high quality categories.

Policy review

The CCA's annual board of directors meeting was held again this year in Ottawa in early March. Some of the major topics of discussion included trade and the recent U.S. investigation into our industry; National Tripartite Stabilization and results of working groups formed to discuss possible options; and the concept of a beef genetic service center.

Staff changes

Heidi Witt has taken over public relations and communications duties for the CCA in their Calgary office. Witt has worked with the Ontario Cattlemen's Association and the Canadian Hereford Association. She is a graduate of the University of Guelph in Ontario. Witt takes over from Mary Dean who has moved on to new opportunities.

Market Watch by:



INVENTORY IN '000 HEAD (Jan.1)	1993	1992
Total Cattle & Calves - Alberta	4,356.0	4,260.0
Total Cattle & Calves - Canada	11,732.2	11,712.6
Total Cattle & Calves - U.S.	100,892.0	99,559.0

EXPORTS - CANADA

Cattle & Beef ('000)		
to U.S.	\$1,470,155	\$909,839
Japan	21,397	18,346
Total	\$1,503,779	\$937,663

IMPORTS - CANADA

Cattle & Beef ('000)		
From U.S.	\$444,314	\$468,903
Australia	140,663	109,889
New Zealand	68,308	80,925
Total	\$682,079	\$705,165

MONTHLY AVERAGES FOR ALBERTA

	Feb. average	Jan. average	change	Feb. 92 average	change
FED STEERS	96.76	95.03	1.73	81.52	15.24
FED HEIFERS	94.66	93.78	0.88	80.71	13.95
FEEDER STEERS					
300 - 400	126.75	127.08	-0.33	112.75	14.00
400 - 500	123.88	121.93	1.94	107.75	16.13
500 - 600	119.38	117.54	1.83	101.89	17.49
600 - 700	111.84	110.32	1.52	95.69	16.15
700 - 800	105.60	104.24	1.36	89.76	15.84
800 - 900	100.45	99.93	0.52	85.45	15.00
900 +	95.03	95.40	-0.37	82.01	13.02
FEEDER HEIFERS					
300 - 400	118.25	117.04	1.21	105.01	13.24
400 - 500	113.93	113.19	0.74	98.26	15.67
500 - 600	109.30	107.81	1.49	93.42	15.88
600 - 700	103.64	103.36	0.28	89.09	14.55
700 - 800	99.29	98.73	0.56	85.68	13.61
800 +	94.89	93.53	1.36	80.82	14.07

CANFAX is a non profit market information service that offers its members detailed weekly and monthly market reports and a member-only hotline to get up to the minute information. For more information call Anne or Keith at 275-5110.

ACC Market Information Service

Slaughter Cattle Information 274-4340
Feeder Cattle Information 274-4345

The Alberta Cattle Commission 216, 6715 - 8th St. N.E. Calgary,
 AB T2E 7H7 275-4400 Mail Registration Number 116432

